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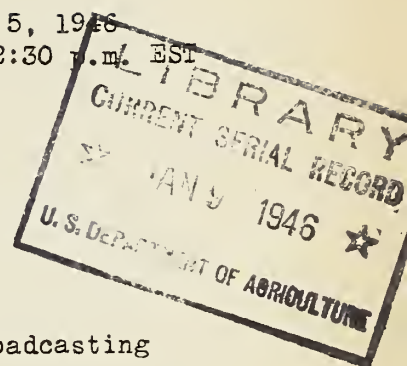
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CONSUMER TIME

CARE OF ELECTRICAL APPLIANCES

NETWORK: NBC
ORIGIN: WRC

DATE: January 5, 1946
TIME: 12:15-12:30 p.m. EST



1. CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME
3. SOUND: CASH REGISTER....CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.

Hey, pal, confidentially....are you taking care of your Household Electrical Appliances?
5. SOUND: GREAT CLATTER AND SPARKING AND CLUNKING OF TINNY THINGS.

FADE OUT UNDER. THEN AN OCCASIONAL CLANK
6. FREYMAN: Oh, dear, oh, goodness....oh, Johnny look.....
7. JOHN: What's the matter, Mrs. Freyman
8. FREYMAN: Everything seemed to happen at once in my kitchen!

The toaster won't toast ... the iron won't iron... the refrigerator won't refrige
9. JOHN: You are in a bad way, Mrs. Freyman..
10. FREYMAN: I think there's a short circuit! Things are making an awfully funny noise around here.
11. JOHN: Wait, I'll call a repair man.
12. FREYMAN: Oh, no, don't bother. I think things are just plain worn out.

I'm going down town and buy everything new. There certainly ought to be new electrical appliances in the stores by now.

Come on, Johnny ... I'm going to splurge!

13. JOHN: Ah ha, not so fast, Mrs. Freyman!! Don't you read the papers?
14. FREYMAN: Of course I do. And I read that by the first of this year .. electrical appliance factories would be all reconverted and going strong.
15. JOHN: That's true enough...for the table appliances, Mrs. Freyman... toasters and waffle irons, and so on. You should be able to get the smaller things very soon now. But officials say....
16. FREYMAN: Then -- what are we waiting for? Let's go on a buying spree!
17. JOHN: Now just a minute, Mrs. Freyman. (CLOSE MIKE) Don't forget you're on the air!!!
18. FREYMAN: Of course I'm on the air!
19. JOHN: (STILL CONFIDENTIAL) But don't you see....You're supposed to be a thrifty, economical housewife....
20. FREYMAN: But ...
21. JOHN: With a wise sense of economy....
22. FREYMAN: But, Johnny.....
23. JOHN: You're supposed to be a model homemaker,
24. FREYMAN: Oh.....
25. JOHN: Now you take this matter of appliances...
26. FREYMAN: Yes, Johnny
27. JOHN: Maybe yours are worn out and out-moded. Maybe they're beyond repair, and you should get sparkling bright new ones...
28. FREYMAN: But first of all, I should....
29. JOHN: But first of all you should see whether they can't be repaired repaired like new....
30. FREYMAN: Of course.....
31. JOHN: And in the second place....

32. FREYMAN: In the second place, I might not be able to get the things I want yet, anyhow?
33. JOHN: You're exactly right, Mrs. Freyman.
34. FREYMAN: What things will continue to be hard to get, Johnny?
35. JOHN: Well, you take refrigerators, now, and washing machines. and electric stoves. They will start to appear into most markets somewhere in February. But ... they won't even begin to meet the demand...until around about September or October.
36. FREYMAN: Oh, I see....
37. JOHN: And it might be a year from now before you can just walk in and get any kind of stove or refrigerator or washing machine you want.
38. FREYMAN: So the point is, Johnny....
39. JOHN: The upshot of the whole matter is, Mrs. Freyman...just what we started to say in the first place ... to baby your electrical appliances.... take care of them.... because it's not only a smart and economical thing to do but it's still necessary.. And who can tell us about that better than the repairman himself....
40. FREYMAN: Where is he?
41. JOHN: Oh, I think of everything....
42. FREYMAN: I believe you do.
43. JOHN: He's right outside....
44. SOUND: SNEAK IN. SHORT CIRCUITING AND CLANKING (NOT AS MUCH AS BEFORE)
(NO PAUSE FROM CAST)
45. FREYMAN: Tell him to hurry then, Johnny....Things are really going wrong.
46. REPAIRMAN: (PROJECTING, COMING IN BRISKLY) All right...which way which way...Oh, there you are madam....Well, well, well, what seems to be going on here

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March 1st

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47. FREYMAN: Oh....I'm having a terrible time...
48. SOUND: (ACCOMPANIES)....~~SHUTTERING~~ AND HISSING IN MIKE
49. FREYMAN: I don't understand what's wrong with this iron....
50. REPAIRMAN: Here, give it to me...Now let's pull out the plug...
51. FREYMAN: I'll get it....
52. REPAIRMAN: No....not that way. Never by the cord, lady, never by the cord. No wonder you get short circuits all over your house. Take it gently by the plug...like this...and...there you are!
53. FREYMAN: Oh, of course....
54. REPAIRMAN: Now let's take a look around here.
55. FREYMAN: I wouldn't know where to start...it seems that everything sort of went to pieces at once.
56. SOUND: REFRIGERATOR DOOR OPENS
57. REPAIRMAN: HMMMMM....the refrigerator sure needs defrosting, lady.... Looks like an igloo inside.
58. FREYMAN: Oh, I know....We haven't been able to get ice cubes for a long time. The ice just got thicker and thicker.
59. REPAIRMAN: That's bad, you know.
60. FREYMAN: Yes, I know.
61. REPAIRMAN: Because the thick frost acts as an insulator and chokes off the refrigeration.
62. FREYMAN: It does?
63. REPAIRMAN: Sure. And the mechanism runs more frequently...and you use more electricity.
64. JOHN: Oh, I thought the extra frost just kept it colder....
65. REPAIRMAN: No sir. With the refrigerator mechanism running overtime, it actually warms up the food compartment.
66. JOHN: Well, what do you know about that!

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Journal of American Studies, 37, 1, 2003, pp. 1–16.
doi:10.1017/S0021871803001591

67. REPAIRMAN: And all that frost sort of holds in the food odors, too.
68. FREYMAN: Well, let's defrost it right away!
69. JOHN: Here -- I'll get an ice-pick, and we'll dig it all out.
Start in fresh.
70. SOUND: HACKING
71. REPAIRMAN: Hey, young feller, don't hack away at a refrigerator like that.
That'll ruin it.
72. FREYMAN: You're supposed to just let it melt off, aren't you?
73. REPAIRMAN: That's the idea. Would you like to know how to defrost a
refrigerator in fifteen minutes?
74. FREYMAN: In fifteen minutes? Sure. How.
75. REPAIRMAN: Well, first be sure the defrosting tray's empty.
76. FREYMAN: Yes -- it is.
77. REPAIRMAN: Well, you turn the control to "Off" ... or pull out the plug.
78. FREYMAN: All right ..
79. REPAIRMAN: Then take everything out of the freezer. Wrap up any frozen
foods you have in several sheets of paper, and put them on
one of the refrigerator shelves. They won't melt in such a
short time.
80. FREYMAN: Take out the ice cube trays too?
81. REPAIRMAN: Yep ... don't save the old cubes. They sometimes collect
food odors, and get stale.
82. FREYMAN: All right, what next.
83. REPAIRMAN: Fill the ice cube trays with hot water and put them back on
their shelves. But you should do this, of course, only if it
says to in the manufacturers directions.
84. FREYMAN: I've heard that really thorough people wash the icebox with
soda and water.

85. REPAIRMAN: I'm just coming to that. Make an ordinary solution of baking soda and water...about a teaspoonful to a quart. Then wash out the inside of the refrigerator, and all the equipment.
86. JOHN: What does baking soda do?
87. REPAIRMAN: It seems to take away food odors, and it's the best cleanser known for keeping your refrigerator "sweet".
88. JOHN: What do you do next on this 15-minute job?
89. REPAIRMAN: Well, you wash out the freezer...inside and out. And then wipe the refrigerator dry, refill only the number of ice trays you'll need. And start the thing running. Simple as that.
90. FREYMAN: We should do it more often.
91. REPAIRMAN: About every two weeks. The frost shouldn't ever get any thicker than a pencil.
92. FREYMAN: Well I'm glad to have all this technical information....
93. REPAIRMAN: Oh, one more thing....
94. FREYMAN: What's that.
95. REPAIRMAN: You mustn't overload your ice box. That stops air circulation.
96. FREYMAN: I see.
97. REPAIRMAN: For instance....I notice you have bananas in the refrigerator. You shouldn't keep 'em in there. Now, let's see, Mrs. Freyman... what else needs looking after around here.
98. JOHN: Didn't you say your iron was on the fritz?
99. FREYMAN: Oh, my iron...somethings's wrong with that. Here it is.
100. REPAIRMAN: (LIKE A DOC) Mmmmm...This'll probably have to go to the shop.
101. FREYMAN: It -- it did drop once.
102. REPAIRMAN: That'll do it all right! Say look here -- it's all scratched up on the bottom.

103. FREYMAN: Is it?
104. REPAIRMAN: That's no way to treat an iron. If you're taking starch off the bottom, don't scrape it. Wait'll it's cool, and wipe it with a damp cloth. Maybe you can use ~~sop~~suds or a very milk scouring powder.
105. FREYMAN: All right, I will from now on
106. JOHN: I'd simply dip it in war water, myself.
107. REPAIRMAN: Listen to the fellow, would you. I suppose you'd put a toaster under a spigot to wash the crumbs off.
108. FREYMAN: He knows better than that. He's just kidding.
109. REPAIRMAN: You'd be surprised at the people who do wash their electrical appliances in a ~~dishpan~~ of water. .
Now look here! Another think ... You shouldn't ever iron over buttons or sippers. That'll scratch the bottom of the iron. It's a good idea to rub the plate about once a month with paraffin. Then wipe it off with paper or cloth.
110. FREYMAN: I'll try that too.
111. REPAIRMAN: Now would you do something for me please, ma'am.
112. FREYMAN: What.
113. REPAIRMAN: Plug in the iron.
114. FREYMAN: Plug it in? Why? It's broken.
115. REPAIRMAN: Just plug it in.
116. FREYMAN: Well, all right ... here's the cord....Now, there it is.
All connected.
117. REPAIRMAN: Just as I thought.
118. FREYMAN: Did I do something wrong?

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119. REPAIRMAN: Sure. You must always attach the plug to the iron first.
Then, second, attach the other end to the wall outlet. If you do it the other way around, the terminals there on the iron may deteriorate.
120. JOHN: Well, I certainly never knew that.
121. REPAIRMAN: Now, let's see about your range, over here. Anything wrong with that?
122. FREYMAN: Well....I guess not. It seems to me the oven smokes, though.
123. REPAIRMAN: Then it probably needs cleaning. You should clean all the grease from the inside. Whenever food spills over, be sure to clean it up right away. Incidentally, if any food spills on the open burners, it should be burned off. Don't use a stiff brush, or any kind of tool.
124. FREYMAN: There was something else.
125. REPAIRMAN: What's that.
126. FREYMAN: It's this oven door ...I can feel heat coming out of the cracks, while I'm baking.
127. REPAIRMAN: Sure, sure, of course, lady. See you've probably been putting heavy weights on it .. or slamming it shut! It's loose as anything. And you can't do good baking with a loose oven door.
128. FREYMAN: Oh ... I see.
129. REPAIRMAN: Now, another thing -- this range doesn't seem to sit level.
It should be absolutely level, or it doesn't cook right.
I'll have to level it up for you.
130. FREYMAN: That's fine
131. REPAIRMAN: Because this range will have to last you for a good time yet.
132. FREYMAN: I guess it will.

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133. REPAIRMAN: Here's a good rule to remember about electric ranges.
Don't ever get salt, soda, sugar, or soap ... on the open
burners. Four s's,.....salt, soda, soap, sugar. They're bad
for the coils.
134. FREYMAN: I'll remember that!
135. JOHN: Mrs. Freyman...didn't you say you were having trouble with
your washing-machine?
136. FREYMAN: (DISCOURAGED) Oh yes ... half the time it doesn't work either.
137. REPAIRMAN: Well, I'll look at that too. But first...remember if you have
trouble with a washer, maybe it's because you're overloading it.
It's better to underload it than put too much in.
138. FREYMAN: I do try ...
139. REPAIRMAN: And before you call the repairman...check and see if maybe the
grease hasn't got cold and hardened.
140. FREYMAN: How do I tell that?
141. REPAIRMAN: Well...if it's been stored in a cold place, move it in where
it's warm and let the grease soften. You can even fill the
tub with hot water to help it warm up. You ought to keep the
washer oiled, too.
142. JOHN: And it's important to follow the manufacturer's directions
for that, isn't it.
143. REPAIRMAN: It sure is.
144. FREYMAN: Well, I've noticed too, that the wringer doesn't work right...
145. REPAIRMAN: Probably because these rolls are all glazed over. Look here.....
just take a piece of very fine sandpaper and move it lightly
over the rolls. Then dust 'em over with a little talcum powder.
146. FREYMAN: That's a good idea.

147. REPAIRMAN: And don't forget.... to spread the clothes evenly over the whole surface of the roll. Don't bunch 'em up when you put them through.
148. FREYMAN: Oh I don't.
149. REPAIRMAN: That's good. Now what's the matter over here ... with this vacuum cleaner. You been taking it apart, or something?
150. FREYMAN: (SIGH) That's just another casualty in my house.
151. REPAIRMAN: Well, look here ... for one thing, these brushes are all wound around with string and thread and all kinds of things. Don't you ever clean your vacuum brushes?
152. FREYMAN: I guess it should be done more often.
153. REPAIRMAN: Every time you vacuum! That's how often.
154. FREYMAN: I see ..
155. REPAIRMAN: And here's another thing that's wrong .. You've been letting your vacuum cleaner inhale pins and hairpins, and other bits of metal.
156. FREYMAN: I have?
157. REPAIRMAN: Yes ... and you know what that does?
158. FREYMAN: No, what?
159. REPAIRMAN: Those pins and things can actually cut the belt...and bend the fan. Looks like that's what's happened here.
160. FREYMAN: Oh, dear ... I never thought that little pins would hurt my cleaner.
161. REPAIRMAN: Well, they will, so pick them up off the floor. Don't take them up with the cleaner.
162. FREYMAN: All right...
163. REPAIRMAN: Now this vacuum may have to last you for quite a while yet. You know that!

1. The first part of the report is devoted to a general survey of the situation in the country.

2. The second part of the report is devoted to a detailed analysis of the economic situation.

3. The third part of the report is devoted to a detailed analysis of the social situation.

4. The fourth part of the report is devoted to a detailed analysis of the political situation.

5. The fifth part of the report is devoted to a detailed analysis of the cultural situation.

6. The sixth part of the report is devoted to a detailed analysis of the environmental situation.

7. The seventh part of the report is devoted to a detailed analysis of the international situation.

8. The eighth part of the report is devoted to a detailed analysis of the future prospects.

9. The ninth part of the report is devoted to a detailed analysis of the conclusions.

10. The tenth part of the report is devoted to a detailed analysis of the recommendations.

11. The eleventh part of the report is devoted to a detailed analysis of the annexes.

12. The twelfth part of the report is devoted to a detailed analysis of the bibliography.

13. The thirteenth part of the report is devoted to a detailed analysis of the index.

14. The fourteenth part of the report is devoted to a detailed analysis of the appendices.

15. The fifteenth part of the report is devoted to a detailed analysis of the conclusions.

16. The sixteenth part of the report is devoted to a detailed analysis of the recommendations.

17. The seventeenth part of the report is devoted to a detailed analysis of the annexes.

18. The eighteenth part of the report is devoted to a detailed analysis of the bibliography.

19. The nineteenth part of the report is devoted to a detailed analysis of the index.

20. The twentieth part of the report is devoted to a detailed analysis of the appendices.

21. The twenty-first part of the report is devoted to a detailed analysis of the conclusions.

22. The twenty-second part of the report is devoted to a detailed analysis of the recommendations.

23. The twenty-third part of the report is devoted to a detailed analysis of the annexes.

24. The twenty-fourth part of the report is devoted to a detailed analysis of the bibliography.

25. The twenty-fifth part of the report is devoted to a detailed analysis of the index.

164. FREYMAN: Yes ...
165. REPAIRMAN: So you better take good care of it. For instance ... store it in a dry place, so the metal parts won't rust. And don't store it near a radiator, or in the sun, for the sake of the rubber cord, and the rubber parts.
166. FREYMAN: Very well, then, I'll take care of it.
167. JOHN: Mrs. Freyman... you're really getting some helpful hints today!!
168. FREYMAN: It is nice to have a repairman around — to check up on things, Johnny!
169. REPAIRMAN: Well, you know, lady ... we're as busy now as we were during the war. Business is **terrific**.
170. JOHN: I guess it is.
171. REPAIRMAN: Which all reminds me ... that a lot of our emergency calls come from excited folks who think something's on the blink....
And it turns out they could have fixed ^{it} themselves easy.
172. FREYMAN: Is that so?
173. REPAIRMAN: Sure. I don't know how many times I've rushed out on a hurry-up call to fix a washing machine or something ... and found the cord wasn't plugged in.
174. JOHN: You must get so you tell people what to do first...before calling the repairman.
175. REPAIRMAN: I certainly do. I have a regular list of things....
176. FREYMAN: Could you tell us what they are?
177. REPAIRMAN: Sure. First thing I ask 'em when they call up all frantic ... is whether the thing's plugged in. If they say it is, I say go back and see if the plug fits firmly in the wall socket. If the plug's loose, all you have to do is spread these little prongs apart.

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178. JOHN: That's easy enough.
179. REPAIRMAN: Yes, it is. Then next thing to do, say if it's an iron that's out of order...is to try the toaster or something else in the same wall socket. If nothing else works on that wall plug, then it's the wiring that's out of whack. Not the appliance.
180. FREYMAN: And then maybe there's a blown fuse.
181. REPAIRMAN: Yep, that happens quite a lot. People plug in too many appliances on one wall outlet. And pop ... out blows the fuse! Or maybe even the wiring gets damaged.
182. FREYMAN: What else do you tell people to do...before calling you up.
183. REPAIRMAN: Well, if it's an iron or a toaster....I tell 'em to try another cord. Maybe the cord's gone bad. And I also tell them something else.
184. FREYMAN: What's that?
185. REPAIRMAN: I tell 'em to be sure to get certain tools...and keep them handy. I tell you what they are. You know, women got very smart and efficient during the war. They found they could fix all kinds of electrical appliances and machinery around the house.
186. JOHN: They sure did. Lot of women say they can fix anything with a nail file and a hairpin.
187. REPAIRMAN: I wouldn't doubt it. But the job's a lot easier...if you keep on hand a pair of pliers to cut or twist wires or cords; a screw driver ... a sharp pointed knife ...
188. FREYMAN: Wait...I'm taking this all down. ..

